



**IN THE
UNITED STATES
PATENT AND TRADEMARK
OFFICE**

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| <i>Application Number</i> | 09/520,798 |
| <i>Filing Date</i> | March 8, 2000 |
| <i>First Named Inventor</i> | Richard ROTHKOPF |
| <i>Group Art Unit</i> | 2162 |
| <i>Examiner Name</i> | John L. Young |
| <i>Attorney Docket Number</i> | 2470-104 |

Title of the Invention: INCREMENTAL PROMOTION FOR ELECTRONIC COMMERCE

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A 10/16/02
R. Young

RESPONSE AFTER FINAL UNDER 37 CFR § 1.113

Assistant Commissioner for Patents
Washington, D.C. 20231

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Technology Center 2100

Dear Sir:

In response to the final Office action mailed July 9, 2002, the following remarks are respectfully submitted.

REMARKS

Claims 1-13, 15-21, and 23-25 remain pending in this application. Further reconsideration of this application is requested.

35 U.S.C. § 112 First Paragraph Rejection

The rejection of claims 1-7 under the first paragraph of 35 U.S.C. § 112 is respectfully traversed, and withdrawal of this ground of rejection is requested. Contrary to the position stated, the recitations of claim 1 would have been recognized by one skilled in the art as having been in the possession of the inventor at the time of the invention.

In particular, the specification as filed discloses in Fig. 1 a promotional awards storage area 115, including a customer identification storage 121 and a visitor parameter storage (*i.e.*, storage areas 124, 129 and 131) that contains information pertaining to prior visits to the site by visitors identified in the customer identification storage 121. As explained in the specification, the "number of visits" storage 124 records the number of all previous visits by the associated customer identified in the identification storage 121, the "award amount" storage 129 is a cumulative total of all